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MEDIA RELEASE

BUSINESSES HONORED AT RIDESHARE DIAMOND AWARDS

Southland Businesses, Agencies and Individuals Honored For Innovative Rideshare Programs

LOS ANGELES, CA - More than three dozen businesses, agencies and individuals were honored today at the fourth annual Rideshare Diamond Awards, held at the Regal Biltmore in downtown Los Angeles. The event recognizes outstanding efforts to promote ridesharing and other alternatives to driving alone to improve air quality and reduce traffic congestion. The Diamond Awards are sponsored by Southern California Rideshare, Los Angeles County Metropolitan Transportation Authority (LACMTA), and Ventura County Transportation Commission (VCTC).

“The Rideshare Diamond Awards provide a great opportunity to highlight and promote the efforts of those businesses, agencies and individuals that pave the way for commute alternatives,” according to Jim Sims, director of Southern California Rideshare, a service of the Southern California Association of Governments. “Businesses and employers play an important role in the promotion of ridesharing and alternative commuting, and it is important to highlight and acknowledge their efforts to reduce the number of cars on our roads and improve overall air quality.”

LACMTA Chief Executive Officer, Roger Snoble, presented awards to businesses and agencies for “Outstanding Rideshare Programs,” including:

- USC Information Sciences Institute
- City of Los Angeles
- Transamerica Center
- Howard Hughes Center
- Los Angeles World Airports

- more -

Rideshare Diamond Awards

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- TRW
- Boeing Satellite Systems
- Universal Studios
- Raytheon Company
- ADP
- Los Angeles Air Force Base
- Macy's Department Store, Pasadena
- Lockheed Martin
- The Aerospace Corp.
- Los Angeles County Office of Education
- Cigna Healthcare of California
- State Compensation Insurance Fund
- Universal Hilton

In honor of "Bike to Work Day" on May 16th, bicyclist, Major Chas Morse, was honored at the event. Morse commutes, by bicycle, more than 40 miles a day in addition to riding Metrolink. Also receiving awards were individual commuters from Los Angeles County Child Support Services, The Walt Disney Company, the City of Los Angeles, LACMTA, Health Net, Verizon, the City of Pasadena and Fuji Photo Film.

Special awards were also presented to Cal State University Channel Islands, the City of Ojai and Wambold Furniture for outstanding participation in rideshare programs in Ventura County. Finally, several Los Angeles companies – Kimball Electronics, Sensor Systems, Howard Hughes Center and Hydrotech – were acknowledged for their excellent performance in the MTA's "Rideshare Rewards/Club Metro" programs.

The Rideshare Diamond Awards recognize the individuals and businesses that have made Southern California the nation's leader in carpooling rates. Rideshare information is available at thousands of work sites throughout Southern California; by calling 1-800-COMMUTE and choosing the "rideshare" option; or on-line at www.socalcommute.org.